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**STASSEN FLORAL GARDENS, Inc.**  
ROSLYN HEIGHTS, N. Y.

21954

SECTION 34.66, P.L. & R.

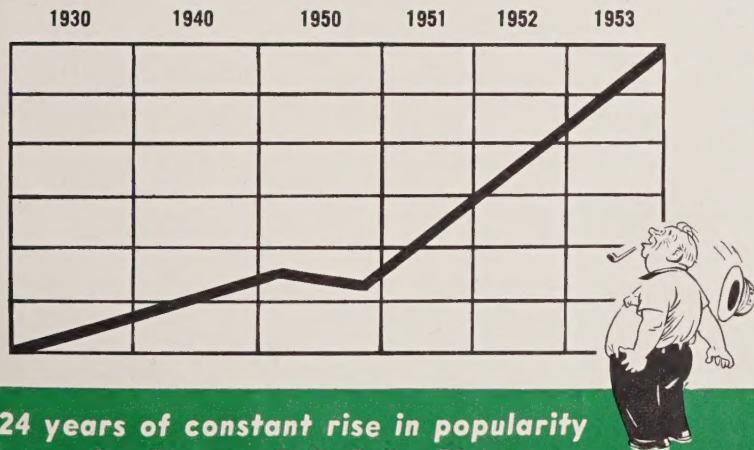
U. S. POSTAGE

**PAID**

Permit No. 12

Roslyn Heights, N. Y.

***STASSEN adds a  
new Profit Approach  
to its famous  
HOLLAND BULB  
SALES PLAN  
..TOP SELLERS ONLY***



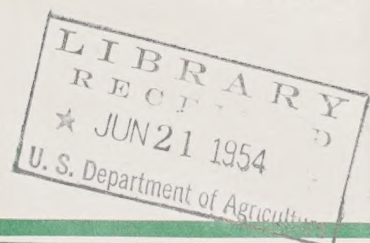
**24 years of constant rise in popularity  
for Stassen Bulb Sales Plan**





Fall 1954

# STASSEN BULB SALES PLAN



## Featuring **STREAMLINED SELLING...** **Direct from your own Catalog...**

How would you like to *increase* your profits through the sale of Holland Bulbs? Greater possibilities for additional sales and profits have become possible through STASSEN'S FAMOUS HOLLAND BULB SALES PLAN. Tested for over 24 years, the Stassen Plan has proven to be the most effective, most economical, and *most profitable* method of selling Holland Bulbs—and this year, Your Catalog is streamlined, has self-contained order blank and other features, *and it is offered to you at lower prices.*

Holland Bulbs have for years been a practical type of merchandise to sell by mail. The Stassen Plan is particularly adapted to this method of selling. Even if you do not have any experience or knowledge of Holland Bulbs, your valuable mailing list will bring you additional returns by offering Holland Bulbs through the Stassen Sales Plan.

### YOUR OWN FALL 1954 CATALOG IN FULL COLOR STREAMLINED FOR ADDITIONAL SALES

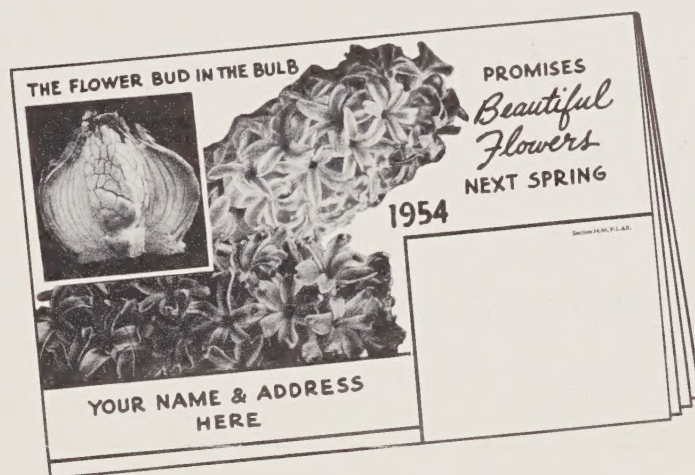
Specially prepared by Stassen, this sales-making catalog (sample herewith) is finely illustrated in true color. Every Tulip, Daffodil, Hyacinth, and other Holland bulbs are proven best sellers. The retail prices as quoted in this catalog are truly competitive and compare very favorably with other leading bulb houses! Concentrating on the SURE SELLERS and popular, specially-priced collections, the entire sales plan for 1954 is *Streamlined for Profit*. Stassen makes these catalogs available to you *with your own name and address* imprinted *exclusively* on the cover! The catalog is prepared solely for your convenience and offered to you at our own cost price as our profits are *exclusively* obtained through the sale of bulbs.

#### CATALOG PRICES IMPRINTED WITH YOUR NAME AND ADDRESS

**\$60 per 1,000 Copies**  
**\$33 for 500 Copies**

(WITHOUT IMPRINT \$7.00 per 100 Copies)

The catalog folds to a self-mailer (6¼ x 9½ inches) to take minimum postage. An order blank is printed on the last page for ease in ordering.



### HOW THE CATALOG SALES PLAN WORKS

- ✓ You distribute to your customers and prospects **YOUR OWN STREAMLINED CATALOG** profusely illustrated in full color.
- ✓ As you receive the orders, just send the original or a copy of the order with your label to STASSEN, who does all the work.
- ✓ Orders we receive from you are filled and mailed promptly to your customers under your label. Shipping season is from beginning of September to end of November. STASSEN pays for all the packing and postage, shipping all orders *prepaid* to your customers.
- ✓ Your customers will be satisfied because only first quality bulbs of the top selling varieties which are *sure to bloom* are selected. Complete planting instructions are included with every shipment to your customers.

**YOUR DISCOUNT**  
**40%**

You earn 40% profit of the *total retail value* of the order taken from your catalog. You will be invoiced promptly after shipments have been made for 60% of the total retail order amounts. *There will be no additional charges* as Stassen pays for all handling of the orders including transportation charges.

**STASSEN BULBS ARE STASSEN GROWN IN HOLLAND**



# 50% DISCOUNT

Delivery f.o.b. Roslyn Heights, L.I., N.Y.

Stassen carries a complete supply of *all* the varieties listed in the retail catalog throughout the entire Fall buying season—from September 1st to December 1st. You can draw your requirements *as you need them*. We suggest a minimum stock order at the start of the season, and refills as needed thereafter. The special collections of bulbs are packaged right at our Holland Bulb Farms and all varieties are separately labeled. Stassen has earned the reputation for prompt shipments to the satisfaction of all long-time customers. Full color catalog issued for dealers shows retail prices of all varieties and makes it convenient for both you and your customer.

**NURSERYMEN, LANDSCAPERS!** We can ship your bulb orders booked, to your specifications, to avoid needless stock. We suggest a supply of catalogs handy to assist you in making planting suggestions for your customers.

**FLORISTS!** We supply free, full color reproductions of paintings of Tulips, Daffodils, etc. Colorful Bin Cards, streamers, planting instructions and mats for advertising are also supplied at no cost.

**SEED AND GARDEN SUPPLY STORES!** Take advantage of the efficiency of the Stassen Bulb Plan. In event you run out of stock of *any* item, we can rush shipment either direct to you or to your customer. Stassen *protects* you all through the season by having an abundant supply from which you can draw.



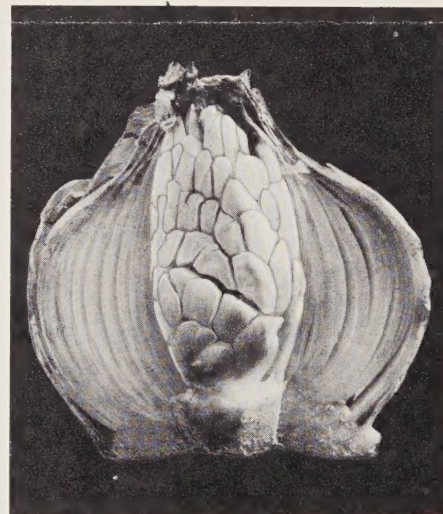
Crates of bulbs constantly arriving from Holland at Roslyn Heights all during the shipping season.

## TOP SELLERS ALL

Stassen is well experienced in knowing just what varieties will sell for you. You are assured of stocking *only* the *best sellers*. These are all proven varieties that surpass all others in beauty and performance. That's why we offer *Top Sellers Only*—the most popular, the most satisfactory to grow—all means no hesitation, no confusion by customers when ordering. These tested varieties will give you satisfied customers who will bring you repeat business year after year.

## BEST QUALITY BULBS

Stassen provides you with the *best* bulbs obtainable and at truly competitive prices. Our wide experience has taught us to know the exact top-quality size for each class and variety of bulbs and just what size will produce the best possible flowering results for garden planting. **PRIOR TO SHIPPING FROM HOLLAND, ALL BULBS ARE INSPECTED BY BOTH THE AMERICAN AND DUTCH AGRICULTURAL INSPECTORS FOR SIZE, QUALITY, AND DISEASE.**



### THE LIVE BUD IS IN THE BULB

This actual photo of a cut-thru bulb shows the flower-bud formation present in the bulb during late summer and fall. It is essential that the live bulb is carefully guarded by proper handling in storage. Stassen gives special care and attention to all bulbs to protect the embryo and prevent "blindness".

## RECOMMENDED ORDER FOR STOCK

*We suggest the following reasonable supply of bulbs sufficient for your customers' convenience and over the counter sales. Includes only the fastest selling varieties of Holland Bulbs.*

Your Full Recommended Order consists of:

100 DARWIN ARISTOCRAT .....	\$ 5.50	20 BLACK PARROT Tulips .....	1.75	200 CROCUS MIXED .....	5.70
100 " CLARA BUTT .....	4.25	20 FANTASY PARROT Tulips .....	1.10	100 CHIONODOXA .....	1.15
100 " DUKE OF WELLINGTON .....	4.25	20 SUNSHINE PARROT Tulips .....	1.50	100 BLUE GRAPE HYACINTHS .....	1.25
100 " GLORIA SWANSON .....	4.25	20 PEACOCK Tulips .....	2.80	100 IRIS RETICULATA .....	2.00
100 " GOLDEN HARVEST .....	4.00	50 RED EMPEROR Tulips .....	3.63	100 SCILLA CAMPANULATA MIX. ....	1.50
100 " INSURPASSABLE .....	4.75	20 PEONY TULIPS EROS .....	1.80	100 SNOWDROPS .....	2.25
100 " PRIDE OF ZWANENBURG .....	4.75	20 PEONY TULIPS NIZZA .....	1.00		<b>\$108.33</b>
100 " QUEEN OF THE NIGHT .....	4.25	80 GARDEN HYACINTHS (20 each of White, Blue, Pink, Yellow) .....	6.80	The average retail value of the full stock order is over \$250.00	
100 " SCARLET LEADER .....	4.50	50 DAFFODILS KING ALFRED .....	4.25	<b>YOUR COST:</b>	
100 " SUNKIST .....	4.50	20 DAFFODILS PRES. LEBRUN .....	2.55	Full Recommended Order for Stock..... <b>\$100.00</b>	
100 " ECLIPSE .....	5.75	20 NARC. DBLE. CHEERFULNESS .....	1.25	½ Recommended Order for Stock..... <b>\$52.50</b>	
400 " RAINBOW MIXTURE .....	13.80	20 NARC. SCARLET ELEGANS .....	1.50	F.O.B. Roslyn Heights, L. I., N. Y.	



**This Flap is Gummed, Just Fold, Seal and Mail**  
CHECKS OR MONEY ORDERS MAY BE SAFELY ENCLOSED

From \_\_\_\_\_

Place  
Stamp  
Here

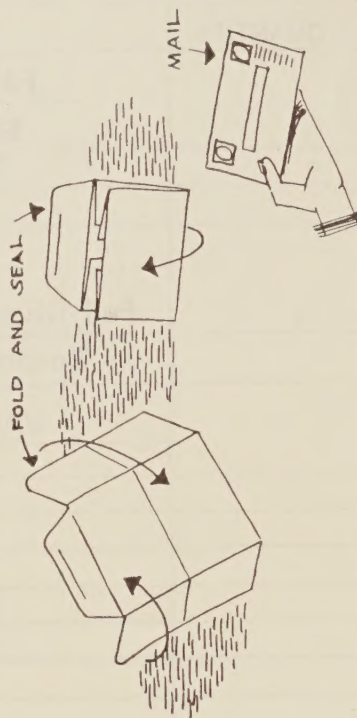
STASSEN FLORAL GARDENS, INC.  
ROSLYN HEIGHTS,  
NEW YORK

SECOND FOLD

THIRD FOLD

## How to use this Speedy Order Form

- 1 Fill in your complete order . . . and your name and address.
- 2 Fold and Seal as illustrated below. (Checks and money orders may be safely enclosed.)



IMPRINT OF CATALOGS AS FOLLOWS:

IF IMPRINT IS SAME AS LAST YEAR, MENTION "SAME IMPRINT"



# NET WHOLESALE PRICE LIST

The following prices represent the 50% discount off the retail prices of the 100 unit rate as listed in the retail catalog. The quoted 1000 unit rate reflects a much greater discount than 50%.

## DARWIN TULIPS • Top Quality

	Net Wholesale Price f.o.b. Roslyn, N. Y.	
	100	1000
ARISTOCRAT. Dark rose .....	\$ 5.50	\$50.00
CLARA BUTT. Salmon-pink .....	4.25	37.50
DUKE OF WELLINGTON. Pure white .....	4.25	37.50
ECLIPSE. Blood red .....	5.75	52.50
GLORIA SWANSON. Crimson red .....	4.25	37.50
GOLDEN HARVEST. Pure yellow .....	4.00	35.00
INSURPASSABLE. Lilac .....	4.75	42.50
PRIDE OF ZWANENBURG. Pure deep pink .....	4.75	42.50
QUEEN OF THE NIGHT. Maroon-black .....	4.25	37.50
SCARLET LEADER. Brilliant scarlet .....	4.50	40.00
SUNKIST. Golden yellow .....	4.50	40.00
RAINBOW MIXTURE .....	3.50	32.50

## PARROT TULIPS • Top Quality

BLACK PARROT. Black .....	\$ 7.75	\$75.00
BLUE PARROT. Bright violet .....	6.00	57.50
FANTASY. Rose-pink .....	4.75	45.00
FIREBIRD. Fiery red .....	5.00	47.50
ORANGE FAVORITE. Deep orange .....	4.50	42.50
SUNSHINE. Golden Yellow .....	6.50	62.50
SPECIAL MIXTURE of Parrot Tulips .....	4.75	42.50

## EARLY FLOWERING TULIPS • Top Quality

CASSINI. Brilliant red .....	\$ 6.25	\$57.50
HIS EXCELLENCY. Gigantic bright yellow .....	5.50	50.00
IBIS. Dark rose .....	4.25	37.50
KEIZERSKROON. Red with yellow border .....	7.50	70.00
ORANGE WONDER. Bronze-orange .....	5.50	50.00
WHITE HAWK. Pure white .....	4.00	35.00

## DOUBLE PEONY TULIPS • Top Quality

ELECTRA. Claret-red .....	\$ 4.75	\$42.50
EROS. (tall) Old rose .....	8.25	77.50
MR. VAN DER HOFF. Golden yellow .....	4.00	35.00
MOUNT TACOMA. (Tall) White .....	4.00	35.00
NIZZA. (Tall) Yellow and red .....	4.25	37.50
PEACH BLOSSOM. Rose-pink .....	4.75	42.50
FINE MIXTURE of Early flowering .....	3.85	33.50

## BOTANICAL TULIPS • Top Quality

CLAUSIANA. Red and white .....	\$ 4.75	\$ 45.00
KAUFMANNIANA. Primrose-yellow .....	12.50	122.50
PRAESTANS FUSELIER. Orange red .....	14.00	137.50
RED EMPEROR. Scarlet .....	7.25	70.00

## NOVELTY TULIPS • Top Quality

BOUQUET Red Radiant. Brilliant red .....	\$ 8.75	\$85.00
" M. Mottet. Creamy white .....	7.50	72.50
" Georgette. Yellow and red .....	7.50	72.50
NEW PEACOCK .....	13.00	127.50
ROSY WINGS. Immense watermelon-pink .....	8.75	85.00
REMBRANDT. Mixture .....	4.50	42.50

## HYACINTHS • EXHIBITION SIZE

BISMARCK. Sky-blue	OSTARA. China-blue		
CITY OF HAARLEM. Yellow	PINK PEARL. Pink		
JAN BOS. Bright red	QUEEN OF THE WHITES. White		
		11.75	110.00

## HYACINTHS • GARDEN SIZE

SNOW-WHITE	DELICATE PINK	} 7.10	67.50
SKY-BLUE	BRIGHT RED		
CHINA-BLUE	PURE YELLOW		
RAINBOW MIXTURE .....		6.50	60.00

## DAFFODILS-NARCISSUS

### Double Nosed

	Net Wholesale Price f.o.b. Roslyn, N. Y.	
	100	1000
Cheerfulness. Double white .....	\$ 5.50	\$50.00
Firetail. Scarlet-cupped, white .....	6.75	62.50
Flower Carpet. Trumpet, yellow .....	9.50	90.00
Fortune. Red-cupped, yellow .....	7.00	65.00
Geranium. Bouquet, white .....	8.00	75.00
John Evelyn. Short-cupped, white .....	6.25	57.50
King Alfred. Trumpet, yellow .....	8.50	80.00
Magnificence. Trumpet, yellow .....	9.50	90.00
Monique. Red-cupped, white .....	7.00	65.00
Mount Hood. Trumpet, white .....	14.50	140.00
Mrs. E. H. Krelage. Trumpet, cream .....	7.50	70.00
Mr. R. O. Backhouse. Pink Daffodil .....	16.50	160.00
President Lebrun. Trumpet, bi-color .....	12.00	115.00
Primrose Cheerfulness. Double, yellow .....	8.00	75.00
Scarlet Elegans. Red-cupped, yellow .....	6.75	62.50
Texas. Double, yellow .....	9.00	85.00
Thalia. Bouquet, white .....	8.50	80.00
GOLDEN TRUMPET DAFFODILS for Naturalizing .....	3.25	30.00
DOUBLE & BOUQUET NARCISSUS for Naturalizing .....	3.15	29.00
RED-CUPPED NARCISSUS for Naturalizing .....	3.00	27.50
GENERAL MIXTURE for Naturalizing .....	3.00	27.50
PAPERWHITE NARCISSUS .....	5.00	47.50

## DUTCH IRIS • Top Quality

BRONZE BEAUTY Bronze .....	\$ 2.50	\$23.50
GOLDEN HARVEST. Yellow .....	2.00	18.50
IMPERATOR. Deep blue .....	2.00	18.50
WEDGEWOOD. Blue .....	2.50	23.50
WHITE EXCELSIOR. White .....	2.00	18.50
MIXTURE .....	1.50	14.00

## LILIES • Top Quality

CANDIDUM. Madonna Lily .....	\$16.00
HENRY I. Apricot-yellow .....	16.00
LONGIFLORUM. Easter Lily .....	14.00
ORANGE TRIUMPH. Orange .....	12.50
REGALE. White with pink .....	14.00
SPECIOSUM RUBRUM .....	22.00
TIGRINUM. Salmon, spotted black .....	12.50

## HARDY AMARYLLIS LYCORIS. Pink.....\$15.00

## HERALDS OF SPRING • Top Quality

CROCUS Purpurea Grandiflora. Purple .....	\$ 3.00	\$27.50
" Queen of the Blues. Sky-blue .....	3.00	27.50
" Remembrance. Dark blue .....	3.00	27.50
" Snowstorm. White .....	3.50	32.50
" Striped Beauty. Purple striped .....	3.00	27.50
" Yellow Mammoth. Golden .....	4.75	45.00
" Mixed Colors .....	2.85	26.00
ANEMONE BLANDA. Blue .....	2.75	25.00
ANEMONE DE CAEN. Mixed colors .....	2.25	21.00
CHIONODOXA. Sky-blue .....	1.15	10.00
FRITILLARIA MELEAGRIS. Mixed .....	2.25	21.00
GRAPE HYACINTHS. Blue .....	1.25	11.00
GRAPE HYACINTHS. White .....	2.50	23.50
IRIS RETICULATA. Purple .....	2.00	18.50
RANUNCULUS. French Hybrid Mixture .....	2.25	21.00
SCILLA CAMPANULATA. Blue-White-Pink .....	2.00	18.50
SCILLA CAMPANULATA. Mixed .....	1.50	13.50
SCILLA SIBIRICA. Blue Squill .....	2.15	20.00
SNOWDROPS. White .....	2.25	21.00
WINTER ACONITES. Yellow .....	2.40	22.50
MIXTURE OF HERALDS OF SPRING .....	1.40	12.50

SEE BACK PAGE FOR "SPECIAL COLLECTIONS" and 8 PAGE BROCHURE



## COLLECTION

These specially priced Collections, packed in Holland, make for convenient unit sales. "Net Each" price represents 50% discount off retail catalog.

No.		Each	per 10
1	18 EXHIBITION HYACINTHS in 6 varieties.....	\$2.30	\$21.85
2	6 EXHIBITION HYACINTHS in 6 varieties.....	.90	8.55
3	30 GARDEN HYACINTHS in 6 colors.....	2.75	26.15
4	50 GARDEN HYACINTHS in 5 colors.....	4.25	40.35
5	30 TRUMPET DAFFODILS in 6 varieties.....	3.20	30.40
6	30 NARCISSUS in 10 Short-cupped varieties.....	2.30	21.85
7	35 DAFFODILS & NARCISSUS in 7 varieties.....	2.90	27.55
8	50 DAFFODILS & NARCISSUS for Naturalizing.....	1.73	16.40
9	100 DAFFODILS & NARCISSUS for Naturalizing.....	3.18	30.20
10	60 CROCUS in 6 varieties.....	2.05	19.50
11	100 HERALDS OF SPRING in 10 varieties.....	2.05	19.50
12	125 HERALDS OF SPRING in 5 varieties.....	2.03	19.30
13	50 DUTCH IRIS in 5 varieties.....	1.13	10.75
14	50 DARWIN TULIPS in 10 varieties.....	2.40	22.80
15	105 DARWIN TULIPS in 11 varieties.....	4.63	44.00
16	30 PARROT TULIPS in 6 varieties.....	1.83	17.40
17	60 PARROT TULIPS in 6 varieties.....	3.45	32.80
18	12 BOTANICAL TULIPS in 4 varieties.....	1.25	11.90
19	30 EARLY FLOWERING TULIPS in 6 varieties.....	1.78	16.90
20	30 DOUBLE PEONY TULIPS in 6 varieties.....	1.60	15.20
21	60 DOUBLE PEONY TULIPS in 6 varieties.....	3.00	28.50
22	50 TULIPS in 5 March to May flowering groups.....	1.88	17.85

**TERMS:** Bills payable, net 30 days to customers of established credit. A cash discount of 2% will be allowed for payment with order only.

**CLAIMS:** For any cause must be made within ten days after arrival.

**SHIPPING:** Bulbs are shipped promptly after arrival of first shipment from Holland. All shipments travel at the risk and cost of the purchaser from Roslyn Heights, N. Y., to destination.



(8 pages, folds to 3" to 6 1/4")

### PRICES

•  
**\$17.50 per 1,000 copies**  
**\$9.00 per 500 copies**  
**\$2.00 per 100 copies**

Ask for prices for 5,000 copies or more with your imprint.

The cost of imprinting your name and address is \$3.00 per 1,000 copies.

### ALSO AVAILABLE TO ALL BULB PURCHASERS

**FREE!**

Stassen makes available to all bulb purchasers full-color pictures of Tulips, Daffodils, Hyacinths, etc. Use them as bin cards and for attractive displays. Streamers, posters, mats, and complete planting instructions also supplied.

More than a "little" price list. Contains truly valuable facts that your customers want to know about Holland Bulbs—when and how to plant—where to plant—blooming period. Invites better planning of the Spring garden. Only the popular-priced varieties of Tulips, Daffodils, Hyacinths, and Heralds of Spring are listed.

Specially useful to hand to customers, display on counter, put in with orders. Use as a follow-up mail piece or insert in your nursery or seed price list. Fits any envelope. Send with invoices and other mail.